



ATA and AMTI live up to the promise of the finest quality service

On Wednesday, January 18, Rene Leander and Roy Mezas of the Aruba Management Training Institute (AMTI), welcomed press members at their offices in the Sun Plaza building to announce the enormous success of the “Aruba Promises” training program initiated with the support of the Aruba Tourism Authority (ATA).

This program of training individuals in the quality standards set by the Freeman Group, internationally recognized experts on marketing and service, was begun in April of 2006, and by the end of the year had successfully trained over 1000 employees that directly influence the tourism industry. This first phase of the program included not only private companies devoted to tourist related activities, but also government departments such as Immigration.

Mr. Paul Helsing of the Freeman Group was present at the meeting to confirm that testing the various fields in which the graduates of the workshops are involved showed a marked increase in adherence to the quality standards set by the Freeman Group. The use of “mystery shoppers” throughout the year continually tests the various branches of the industry that most affect the quality of a vacationer’s experience, from the moment they arrive on Aruba until their final departure. Mr. Helsing reports that they are more than satisfied with the results, which in some fields show a 72% increase in adherence to the “ten steps” that make up the quality standards of “Aruba Promises.” Tamara Waldron of the ATA was also present to report that the Ministry of Tourism is pleased with the results, and will continue the program until it have trained all individuals that have direct contact with island visitors.

The ten standards enforced by the workshops are: 1) Smile, 2) Greet everyone you meet, 3) Make it personal-use customer’s name, 4) Treat co-workers as you would a customer, 4) Take pride in your appearance, 6) Speak first-speak last, 7) A customer’s concern is your concern, 8) Telephone courtesy matters, 9) Follow up on everything, 10) Know your job-know Aruba.

AMTI and the ATA are requiring all businesses to participate in the “Promises” program, and representatives of Red Sail Sports and the Westin Aruba Resort were present on Wednesday to offer their testimonials as to the effectiveness of the half-day workshops. The classes are conducted on the property of those participating, and one will begin at the La Cabana All Suites Resort next week. Rene Leander reports that the schedule is full for the coming month, but workshops can be arranged by contacting the ATA at telephone number 582-3777 or via e-mail: t.waldron@aruba.com.

The Aruba Tourism Authority in cooperation with AMTI are determined to live up to the promise that the time visitors spend on Aruba will be a wonderful memory to last a lifetime!